

ORIGINAL

# 11 / "Coal"

TOWARD A SMOKE-FREE SOCIETY BY THE YEAR 2000

BY  
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PRESENTED TO THE  
MINNESOTA COALITION FOR A SMOKE-FREE SOCIETY 2000  
MINNEAPOLIS, MINNESOTA  
MARCH 14, 1985

(GREETINGS TO HOSTS, GUESTS, FRIENDS, ETC.)

I'M HONORED TO BE YOUR SPEAKER THIS EVENING AT SUCH AN AUSPICIOUS OCCASION. IN PARTICULAR, I AM DELIGHTED TO BE SURROUNDED BY MEN AND WOMEN WHO TRULY CARE ABOUT THE HEALTH OF THEIR FELLOW CITIZENS AND ARE WILLING TO DO SOMETHING ABOUT IT. I APPLAUD EACH AND EVERY ONE OF YOU FOR YOUR EFFORTS IN FORMING THE MINNESOTA COLAITION FOR A SMOKE-FREE SOCIETY 2000.

I CAN ONLY SAY THAT, BY MERELY MAKING THE IDEA OF A COALITION REALITY, YOU HAVE EARNED THE GRATITUDE NOT ONLY OF THE CITIZENS OF MINNESOTA AND THE CITIZENS OF THE NATION, BUT ALSO THE GRATITUDE OF THE REAL BENEFICIARIES OF THIS WEEK'S EVENTS...THE CHILDREN WHO HAVE YET TO BE BORN.

THANKS TO YOU, THEIR WORLD WILL BE A LITTLE SAFER TO PLAY IN, A LITTLE SWEETER TO BREATHE IN, AND MUCH HEALTHIER TO LIVE IN.

AND LET ME SAY THAT YOU ARE ACTING NOT A MOMENT TOO SOON. YES, WE'VE ALL COME A GREAT DISTANCE OVER THE PAST QUARTER OF A CENTURY IN THIS VITAL ISSUE OF SMOKING AND HEALTH. AND WE CAN SPEAK WITH SOME CERTAINTY ABOUT THE PROGRESS WE'VE MADE. BUT WE OUGHT NOT TO GET CARRIED AWAY. THE HARD COLD TRUTH OF THE MATTER IS THAT...

OUR COUNTRY IS STILL BURDENED BY AN ESTIMATED 340,000 PREMATURE SMOKING-RELATED DEATHS EACH YEAR...

WE'RE STILL BURDENED WITH THE TREMENDOUS AMOUNT OF SUFFERING AND HARDSHIP THAT GOES ALONG WITH -- AND EXCEEDS -- THOSE DEATHS...

AND THIS YEAR -- ONCE AGAIN -- THE PEOPLE OF AMERICA ARE STILL BURDENED WITH THE ECONOMICS OF SMOKING. WE STILL HAVE TO COME UP WITH THE MONEY TO PAY THE ANNUAL SMOKING-AND-HEALTH BILL OF \$39 BILLION. THAT'S FOR PERSONNEL AND MEDICAL TECHNOLOGY AND INSURANCE AND LOST WAGES...ALL THE REAL, BASIC COSTS LEVELLED AGAINST US ALL BY DISEASE AND DISABILITY.

SO THIS IS NOT EXACTLY THE TIME FOR A FULL-SCALE CELEBRATION. NOT YET, ANYWAY. RATHER, IT IS A TIME TO REDEDICATE OUR EFFORTS.

IS THERE ANY HOPE FOR VICTORY? YES, THERE IS. BUT TO UNDERSTAND MY AFFIRMATIVE RESPONSE, I THINK YOU HAVE TO REMEMBER WHERE WE'VE COME FROM OVER THE PAST QUARTER OF A CENTURY. I CALL THIS PERIOD THE "PHASE I" PERIOD IN THE LONG CAMPAIGN AGAINST TOBACCO.

YOU MAY RECALL THAT 25 YEARS AGO, THE AMERICAN HEART ASSOCIATION RELEASED ITS FIRST REPORT ON SMOKING, WHICH CONCLUDED THAT MEN WHO WERE HEAVY SMOKERS SUFFERED AN EXCESS NUMBER OF DEATHS FROM HEART DISEASE. THAT REPORT JOGGED A LOT OF MINDS AND HELPED TO FOCUS THE EFFORTS OF THE PUBLIC HEALTH SERVICE.

THEN, 21 YEARS AGO, ONE OF MY DISTINGUISHED PREDECESSORS, DR. LUTHER TERRY, RELEASED SMOKING AND HEALTH: THE REPORT OF THE ADVISORY COMMITTEE TO THE SURGEON GENERAL AND GOT THIS HISTORIC ANTI-SMOKING CAMPAIGN INTO GEAR. THERE HAVE BEEN 16 OTHER REPORTS SINCE THEN, ALL PROVING, IN GREATER AND GREATER DETAIL, THAT SMOKING WAS -- AND STILL IS -- A GRAVE THREAT TO INDIVIDUAL AND FAMILY HEALTH.

I WAS A CALLOW YOUTH OF 47 WHEN THE FIRST SURGEON GENERAL'S REPORT ON SMOKING AND HEALTH WAS RELEASED BACK IN 1964. I THOUGHT IT WAS A TREMENDOUS BREAKTHROUGH. I ALSO BELIEVED THAT THE REPORT WAS THE DEATH-KNELL FOR CIGARETTES...YOU OBVIOUSLY WOULDN'T SEE THEM ANYMORE AFTER THE NEXT 5 YEARS.

OF COURSE, I WAS TERRIBLY WRONG.

NEXT, CONGRESS REQUIRED HEALTH WARNING LABELS ON CIGARETTES AND ULTIMATELY BANNED THE ADVERTISING OF CIGARETTES FROM TELEVISION.

THREE YEARS AGO, IN 1982, AS A MUCH WISER AND MORE WORDLY MAN, I RELEASED MY FIRST "SURGEON GENERAL'S REPORT," SPECIFICALLY LINKING CIGARETTE SMOKING AND CANCER, PARTICULARLY LUNG CANCER. THE DATA IN THAT REPORT IMPLICATED SMOKING IN AS MANY AS 129,000 SMOKING-RELATED CANCER DEATHS PER YEAR.

OUR NEXT REPORT, IN 1983, REVEALED THE CLOSE RELATIONSHIP BETWEEN SMOKING AND CARDIOVASCULAR DISEASE. AND THE NUMBERS WERE EVEN LARGER THAN WHAT WE HAD FOUND FOR CANCER:

WE ESTIMATED THAT CIGARETTE SMOKING WAS DIRECTLY RELATED TO 170,000 CORONARY HEART DISEASE DEATHS EACH YEAR. AGAIN...A SUBSTANTIAL NUMBER.

AND JUST LAST YEAR THE 1984 SURGEON GENERAL'S REPORT ON SMOKING AND HEALTH DOCUMENTED THE RELATIONSHIP BETWEEN CIGARETTE SMOKING AND CHRONIC OBSTRUCTIVE LUNG DISEASE. ONCE AGAIN, WE HAD A GRIM PICTURE OF HIGH MORBIDITY -- CHRONIC, LONG-TERM SUFFERING -- AMONG CIGARETTE SMOKERS.

I'VE BEEN READING MEDICAL AND HEALTH REPORTS FOR ALL OF MY 44 YEARS AS A PROFESSIONAL IN MEDICINE. AND I'VE ATTENDED HUNDREDS OF SEMINARS AND SPECIAL STUDY SESSIONS. ALL OF IT HAS BEEN IMPORTANT. BUT I VENTURE TO SAY THAT NOT A GREAT AMOUNT OF THAT READING OR A GREAT NUMBER OF THOSE MEETINGS HAD AS SOLID A FOUNDATION OF DATA AS THE PUBLIC HEALTH SERVICE HAS MANAGED TO PULL TOGETHER ON THIS ISSUE OF SMOKING AND HEALTH.

ALL THIS ACTIVITY OF THE PAST 20 TO 25 YEARS HAS HAD AN EFFECT. WE MIGHT WISH FOR SOMETHING MORE DRAMATIC, BUT THE EFFECT IS REAL ENOUGH.

IN 1983, FOR EXAMPLE, THERE WAS A 7 PERCENT DROP IN THE ANNUAL PER CAPITA CIGARETTE CONSUMPTION, BRINGING THE FIGURE DOWN TO LESS THAN 3,500 CIGARETTES CONSUMED PER PERSON PER YEAR. THAT'S THE LOWEST THIS FIGURE HAS BEEN SINCE 1949. AND THAT'S VERY GOOD NEWS.

ALSO, ACCORDING TO PROVISIONAL FIGURES FROM OUR NATIONAL CENTER FOR HEALTH STATISTICS, THE NUMBER OF MEN WHO SMOKE CIGARETTES -- AS A PERCENTAGE OF ALL MEN -- DECLINED FROM 37.9 PERCENT TO 33 PERCENT BETWEEN 1980 AND 1983. AMONG WOMEN, THE DECLINE WAS FROM 29.8 PERCENT TO 29 PERCENT...A SLIGHT CHANGE, THAT'S TRUE, BUT A DECLINE NEVERTHELESS. IN ADDITION, WE ESTIMATE THAT LAST YEAR 21 PERCENT OF ALL HIGH SCHOOL SENIORS SMOKED CIGARETTES; 6 YEARS AGO NEARLY 30 PERCENT DID. THAT'S A SIZEABLE DROP.

THESE AND OTHER DEVELOPMENTS WERE EFFECTIVELY COMBINED IN WHAT I REFER TO AS "PHASE I" OF THE NATIONAL CAMPAIGN AGAINST SMOKING.



IN "PHASE II" THE NONSMOKER ARRIVED ON THE SCENE. THE NONSMOKER WAS MERELY IRRITATED AT FIRST...THEN BECAME ANNOYED...AND THEN TURNED MILITANT. THE MORE MILITANT HE OR SHE HAS BEEN, THE GREATER THE CHANGE THAT HAS OCCURRED IN SOCIAL CUSTOMS AND IN LOCAL AND STATE LAW.

YOU WILL RECALL THAT, BACK IN 1973, ARIZONA TOOK THE PLUNGE AND BECAME THE FIRST STATE TO PROHIBIT SMOKING IN PUBLIC PLACES, ON COMMERCIAL AIRLINERS IN ARIZONA AIRSPACE, AND ON BUSES.

IN 1975 MARYLAND AND MINNESOTA PASSED LAWS THAT SPECIFICALLY PROTECTS NON-SMOKERS FROM HAVING TO BREATHE ANY INDOOR AIR THAT HAS BEEN POISONED BY SMOKERS. IN THAT YEAR, PASSIVE SMOKING ENTERED THE LAW.

SINCE THEN, MORE THAN 30 STATES AND HUNDREDS OF LOCAL COMMUNITIES HAVE FOLLOWED SUIT, ENACTING ORDINANCES TO PROHIBIT OR SEVERELY RESTRICT SMOKING IN PLACES LIKE RESTAURANTS, GOVERNMENT OFFICES, THEATERS, INDOOR SPORTS ARENAS, BUS STATION WAITING-ROOMS, CLINICS, RETAIL STORES, AND SO ON.

A YEAR AGO, THE VOTERS OF SAN FRANCISCO PASSED "PROPOSITION P" IN AN ELECTION WATCHED BY THE WHOLE COUNTRY. "PROPOSITION P" IS A TOUGH LAW VERY MUCH ON THE SIDE OF THE NON-SMOKER. THE LAW SAYS, AMONG OTHER THINGS, THAT EVERY WORKPLACE AND PUBLIC GATHERING PLACE MUST SEPARATE SMOKERS FROM NON-SMOKERS. A COMPLAINT BY A SINGLE NON-SMOKER IS ENOUGH TO REQUIRE THIS SEPARATION IN ORDER TO PROTECT THE HEALTH AND WELL-BEING OF THAT NON-SMOKER.

IN ADDITION, IF THE PEOPLE RESPONSIBLE FOR A PUBLIC SPACE DO NOT SEPARATE THE SMOKERS AFTER A COMPLAINT HAS BEEN LODGED, THEY ARE SUBJECT TO HEAVY DAILY FINES.

NOT TO BE OUT-DONE, LOS ANGELES AND SAN DIEGO ENACTED SIMILAR LAWS.

ONE OF THE MOST INTERESTING OF THESE RECENT ANTI-SMOKING LAWS IS BASED ON A WORKMEN'S COMPENSATION STATUTE ENACTED BY VIRGINIA IN 1975. ACCORDING TO THAT LAW, IF A PUBLICLY EMPLOYED FIRE-FIGHTER, POLICE OFFICER, OR DEPUTY SHERIFF IS DISABLED OR DIES BECAUSE OF HEART DISEASE, RESPIRATORY ILLNESS, OR HIGH BLOOD PRESSURE, VIRGINIA WILL ASSUME THAT THE DISEASE WAS THE RESULT OF THE STRESSFUL CONDITIONS OF EMPLOYMENT.

BUT FAIRFAX, ALEXANDRIA, AND ARLINGTON COUNTIES SAY THAT'S NOT ENOUGH. THEY HAVE ENACTED THEIR OWN ORDNANCES THAT SAY THOSE SAME CARDIOVASCULAR AND RESPIRATORY DISEASES ARE ALSO LINKED TO SMOKING. THEREFORE, THOSE COUNTY GOVERNMENTS WILL DENY COMPENSATION OR PENSION CLAIMS MADE BY ANY CURRENT EMPLOYEES WHO PREMATURELY BRING THOSE CONDITIONS UPON THEMSELVES BY SMOKING.

AND FURTHERMORE THE COUNTIES DEMAND THAT ALL NEW EMPLOYEES IN PUBLIC SAFETY JOBS SIGN THE FOLLOWING PLEDGE:

(QUOTE) "I AGREE NOT TO SMOKE AT ANY TIME, SO LONG AS I AM EMPLOYED BY THE ABOVE-MENTIONED AGENCIES (THAT IS, POLICE, FIRE, AND SHERIFF'S OFFICE), WHETHER ON OR OFF DUTY, AND THAT MY FAILURE TO COMPLY WITH THE ABOVE-MENTIONED CONDITIONS OF EMPLOYMENT SHALL CONSTITUTE GOOD CAUSE FOR MY EMPLOYER TO TERMINATE MY EMPLOYMENT."  
(UNQUOTE)

SMOKING IS BECOMING SOCIALLY UNACCEPTABLE...EVEN AMONG YOUNG PEOPLE, WHO SOMETIMES STRIKE US AS BEING UNCLEAR ABOUT THE SOCIAL GRACES IN GENERAL. IN ANY CASE, COUNTLESS SCHOOL AND SCHOOL BUS AUTHORITIES HAVE INITIATED "NO SMOKING" RULES -- A RESULT MANY TIMES OF MILITANCY AMONG YOUNG PEOPLE WHO ARE IRRITATED, ANGRY NON-SMOKERS.

INCIDENTALLY, A BOOKLET BY CHARLOTTE FORD ON ETIQUETTE FOR SMOKERS JUST CAME OUT LAST MONTH. I COMMEND IT TO YOU.

THAT'S A ROUGH SKETCH OF WHAT I'D CALL "PHASE 2" OF THIS CAMPAIGN AGAINST CIGARETTES. WHAT OF "PHASE 3"?

DURING "PHASE 3," WE BEGIN TO UNDERSTAND WITH MORE SCIENTIFIC PRECISION JUST WHY THE NON-SMOKER IS SO UPSET. DURING THIS PHASE WE ARE GENERATING HARD DATA THAT SPECIFICALLY MEASURE THE DETRIMENTAL HEALTH EFFECTS OF "PASSIVE" OR "SIDE-STREAM" SMOKING.

ONE OF THE LATEST PIECES OF INFORMATION OF THIS KIND WAS PUBLISHED IN THE SEPTEMBER 27<sup>TH</sup>, 1984, ISSUE OF THE NEW ENGLAND JOURNAL OF MEDICINE. IT'S A JAPANESE STUDY THAT MEASURED THE PRESENCE OF COTININE, A METABOLIC PRODUCT OF NICOTINE THAT IS FOUND IN THE URINE OF SMOKERS.

THE JAPANESE RESEARCH TEAM TOOK URINE SAMPLES FROM 472 NON-SMOKERS WHO LIVE AND WORK WITH SMOKERS. THEY DISCOVERED, FOR EXAMPLE, THAT IF YOU ARE A NON-SMOKER AND LIVE WITH SOMEONE WHO SMOKES 2 PACKS A DAY, YOU WILL BE UNWITTINGLY "SMOKING" 3 CIGARETTES A DAY, ACCORDING TO THE PRESENCE OF COTININE IN THE URINE.

THE JAPANESE SPECIFICALLY MEASURED A NICOTINE DERIVATIVE, WHICH MEANS THAT NO CRITIC CAN DISMISS THE STUDY BY CLAIMING THE POLLUTION COULD HAVE ALSO COME FROM DIESEL EXHAUST OR FIREPLACE ASHES.

THIS KIND OF DATA CONCERNING THE DANGER THAT SMOKERS PRESENT TO NON-SMOKERS IS BEGINNING TO BUILD UP. BUT IF HISTORY IS A RELIABLE TEACHER, THEN I'M AFRAID WE'RE GOING TO NEED MOUNTAINS OF SUCH DATA BEFORE THE PUBLIC WILL GENERALLY ACCEPT THE CONCLUSION.

AND THAT IS A CRUEL IRONY.

I WOULD ASK YOU TO THINK FOR A MOMENT ABOUT THE OTHER CANCER THREATS THAT HAVE BEEN POSED TO OUR SOCIETY AND WHAT OUR RESPONSES HAVE BEEN. TAKE "AGENT ORANGE," FOR EXAMPLE.

VETERANS OF THE VIETNAM WAR CLAIMED THE HERBICIDE BROUGHT ON A VARIETY OF DISEASE CONDITIONS -- INCLUDING CANCER. THE CASE IS NOW VIRTUALLY SETTLED, WITH 7 CHEMICAL COMPANIES AGREEING TO PAY \$190 MILLION TO 16,000 VETERANS.

I HAVE TO TELL YOU THAT THE EVIDENCE GATHERED AGAINST "AGENT ORANGE" FOR NEARLY 10 YEARS IS LESS SUBSTANTIAL THAN THE EVIDENCE WE'VE BEEN COLLECTING AGAINST CIGARETTES FOR MORE THAN TWO DECADES. NEVERTHELESS, THE AMERICAN PUBLIC, A NUMBER OF MAJOR CHEMICAL CORPORATIONS, THE UNITED STATES CONGRESS, CERTAIN AGENCIES OF THE EXECUTIVE BRANCH, THE COURTS, AND MOST OF THE COUNTRY'S LAWYERS SEEM TO AGREE THAT THERE'S ENOUGH EVIDENCE TO SERIOUSLY IMPLICATE -- OR TO "CONVICT," AS IT WERE -- THE HERBICIDE "AGENT ORANGE."

INCIDENTALLY, IF YOU ADD UP ALL THE POSSIBLE NUMBERS OF VICTIMS OF "AGENT ORANGE" DURING THE YEARS IT WAS USED IN THE VIETNAM WAR, AND IF YOU ADD UP ALL THE POSSIBLE COSTS ASSOCIATED WITH THE ALLEGED ILLNESSES -- YOU WILL STILL ARRIVE AT A TOTAL FAR SHORT OF THE DEVASTATION PRODUCED BY CIGARETTE SMOKING IN THIS COUNTRY IN JUST... ONE...YEAR.

THE "AGENT ORANGE" EXPERIENCE IS NOT UNIQUE, EITHER. WE REACTED IN EXACTLY THE SAME WAY TOWARD "E.D.B.," OR ETHYLENE DIBROMIDE. E.D.B. IS A PESTICIDE THAT HAD BEEN USED FOR 35 YEARS TO PROTECT STORED GRAIN, GRAIN MILLING MACHINERY, AND CITRUS AND TROPICAL FRUITS FROM INSECT INFESTATION.

EIGHT YEARS AGO THE NATIONAL CANCER INSTITUTE RELEASED SOME RESEARCH FINDINGS THAT IMPLICATED E.D.B. AS THE CAUSE OF CANCER IN LABORATORY ANIMALS. SINCE THAT FIRST ANNOUNCEMENT, MORE TESTS WERE CONDUCTED WITH SIMILAR RESULTS.



THEN, E.D.B. RESIDUE WAS FOUND IN GROUND WATER, AND A NUMBER OF OTHER EVENTS COINCIDED SO THAT WE'VE ALL BECOME CONVINCED THAT WE DON'T WANT ETHYLENE DIBROMIDE AROUND ANY MORE.

THE VERDICT IS CLEAR ENOUGH: E.D.B. IS NOT SAFE.

AND WE ARE SAYING THAT, AS A SOCIETY, WITHOUT HAVING ANY RECORD OF EVEN ONE INDIVIDUAL DEVELOPING CANCER AS A DIRECT RESULT OF INGESTING E.D.B. BUT SUCH CLEAR, EXPLICIT PROOF IS NOT NECESSARY UNDER THE LAW GOVERNING THE TOXICITY OF AGRICULTURAL CHEMICALS.

THEREFORE, LAST MARCH, 1984, JUST 9 YEARS AFTER THAT FIRST, SOMEWHAT TENTATIVE REPORT OF THE NATIONAL CANCER INSTITUTE, THE ENVIRONMENTAL PROTECTION AGENCY ORDERED THE ELIMINATION OF E.D.B. FROM THE AMERICAN FOOD MARKETPLACE.

PLEASE REMEMBER THAT THE ACT OF SMOKING IS NOT MANDATED BY LAW NOR IS IT PART OF SOME GRAND STRATEGY TO WIN A WAR. IT'S A PERSONAL, VOLUNTARY ACT: YOU MAY CHOOSE TO SMOKE OR YOU MAY CHOOSE NOT TO. THE DECISION IS STRICTLY UP TO YOU.

BUT 53 MILLION AMERICANS WANT TO. THEY MAKE THAT CHOICE EVERY DAY. AND IN DOING SO, THESE 53 MILLION PEOPLE BECOME VICTIMS OF ONE OF THE MOST DESTRUCTIVE SUBSTANCES IN OUR ENVIRONMENT...MUCH MORE DESTRUCTIVE THAN "AGENT ORANGE" OR "E.D.B."

BUT JUST SAYING THAT IS NOT ENOUGH TO CONVINCE SMOKERS TO QUIT. WE NEED TO PRODUCE MORE HARD, SCIENTIFIC EVIDENCE. THAT'S A JOB FOR THE U.S. PUBLIC HEALTH SERVICE AND WE INTEND TO KEEP AT IT. BUT WE ALSO NEED TO TRANSMIT THAT INFORMATION CLEARLY AND STEADILY TO ALL OUR CITIZENS. THE PUBLIC HAS TO REALLY BELIEVE THAT WHAT WE SAY IS TRUE.

THAT JOB OF PUBLIC EDUCATION IS ONE THAT THE MINNESOTA COALITION IS COMMITTED TO, I WAS HAPPY TO LEARN. IT'S PRETTY CLEARLY SPELLED OUT IN YOUR STATE-WIDE PLAN FOR NONSMOKING AND HEALTH. I CAN TELL YOU THAT IT'S A MAJOR ASSIGNMENT, BUT ONE THAT SIMPLY HAS TO BE DONE AND DONE WELL.

IF WE ARE SUCCESSFUL IN THIS "PHASE III," THEN I THINK WE'LL SOON BE ENTERING WHAT I WOULD CALL "PHASE IV," THE ERA OF THE EDUCATED CONSUMER.

TO KNOW THE SCIENCE AND TO KNOW THE ETIQUETTE AND TO KNOW THE LAW IS ALL VERY WELL AND ALL VERY NECESSARY. BUT THE CONSUMER CAN NEVER BE REALLY EDUCATED ABOUT THE RISKS OF SMOKING, UNTIL HE OR SHE BECOMES FAMILIAR WITH THE POWER, THE INFLUENCE, AND THE ECONOMICS OF THE CIGARETTE INDUSTRY ITSELF.

LET ME MENTION IN PASSING TWO BOOKS THAT ARE HELPING TO SPEED THIS EDUCATION PROCESS ALONG. A SMOKING GUN, BY ELIZABETH M. WHELAN, WAS PUBLISHED JUST RECENTLY HERE IN THE UNITED STATES.

A BOOK VERY MUCH LIKE MS. WHELAN'S WAS PUBLISHED IN GREAT BRITAIN. IT'S CALLED SMOKE RING, BY PETER TAYLOR. I UNDERSTAND THAT AN UPDATED PAPERBACK VERSION OF MR. TAYLOR'S BOOK WILL APPEAR IN THIS COUNTRY LATER THIS YEAR. PETER TAYLOR, BY THE WAY, WAS RESPONSIBLE FOR THAT MOMENTOUS DOCUMENTARY, "DEATH IN THE WEST."

BUT FOR A QUICK LESSON IN THE POWER OF THE CIGARETTE INDUSTRY IN RELATION TO THE PRESS, LET ME RECOMMEND THAT YOU READ DR. KENNETH WARNER'S "SPECIAL REPORT" IN THE FEBRUARY 7 ISSUE OF THE NEW ENGLAND JOURNAL OF MEDICINE.

DR. WARNER SAYS THAT "AS A RESULT OF THE MEDIA'S FAILURE TO COVER SMOKING AND HEALTH MORE THOROUGHLY, PEOPLE ARE SMOKING TODAY WHO WOULD NOT HAVE BEEN." AND HE IS ABSOLUTELY RIGHT.

WHY IS THIS SO? DR. WARNER SAYS, "CIGARETTES ARE THE MOST WIDELY ADVERTISED CONSUMER PRODUCT IN AMERICA." AND THEY ARE. HE GOES ON TO SAY THAT "THE THREAT OF LOSING ESSENTIAL ADVERTISING REVENUE...HAS ENCOURAGED EDITORS AND PUBLISHERS TO AVOID COVERAGE OF SMOKING AND HEALTH WHEN POSSIBLE AND TO 'TONE IT DOWN' WHEN NOT."

THE KIND OF REPORT THAT DR. WARNER HAS WRITTEN...THE KIND OF BOOK THAT PETER TAYLOR HAS WRITTEN...THESE ARE THE TOOLS WITH WHICH THE CONSUMER WILL BECOME MORE KNOWLEDGEABLE ABOUT THE POWER OF THE CIGARETTE INDUSTRY AND WILL UNDERSTAND MUCH BETTER WHY THE CAMPAIGN AGAINST CIGARETTE SMOKING IS LONG AND COSTLY AND FRUSTRATING -- EVEN THOUGH THE PUBLIC IS WINNING.

ANYWAY...THAT'S WHAT I SEE AS "PHASE IV" IN THIS LONG HISTORY OF THE ANTI-SMOKING CAMPAIGN IN THIS COUNTRY.

BUT NOW I WANT TO PAUSE AND ASK YOU THE SAME QUESTION I ASKED MYSELF A COUPLE OF YEARS AGO: WHAT DOES THIS STRING OF ACTIVITY AND HISTORY ADD UP TO?

TOWARD WHAT GOAL ARE WE MOVING?

IS THE PUBLICATION OF EACH ANNUAL REPORT A CELEBRATION ALL TO ITSELF?

ARE THOSE ANTI-SMOKING LAWS ONLY THERE TO MAKE THE WORKPLACE A LITTLE SAFER AND THE AIR A LITTLE SWEETER?

WE NEED A HIGHER PURPOSE THAN THAT. WE NEED TO ASK OURSELVES WHAT OUR TRUE OBJECTIVE IS DOWN THE ROAD. TO THAT VERY IMPORTANT QUESTION I'VE PROPOSED AN ANSWER. I BELIEVE OUR ULTIMATE GOAL SHOULD BE...

A SMOKE-FREE SOCIETY BY THE YEAR 2000.

WE HAVE THE SCIENTIFIC BASIS FOR SUCH A GOAL AND WE HAVE MORE THAN ENOUGH PUBLIC UNDERSTANDING TO ACHIEVE IT.

IN ADDITION, I SUSPECT THAT MANY OF OUR SOCIAL, POLITICAL, AND ECONOMIC INSTITUTIONS ARE ALREADY MOVING TOWARD SUCH A GOAL, EVEN THOUGH THEY MAY NOT YET HAVE EXPRESSED IT QUITE THAT WAY. IT'S ALMOST AS IF SOCIETY HAS SUSPECTED ALL ALONG THAT THE NUMBER ONE HEALTH GOAL FOR THIS COUNTRY WAS TO BE SMOKE-FREE BY THE END OF THE CENTURY.

THEREFORE, ON MAY 20, 1984, I MADE THAT CALL FOR A SMOKE-FREE SOCIETY BY THE YEAR 2000. I DID IT IN MIAMI AT A JOINT MEETING OF THE AMERICAN LUNG ASSOCIATION AND THE AMERICAN THORACIC SOCIETY.

I SAID VERY CLEARLY AT THE TIME THAT I WASN'T PROPOSING A PUBLIC HEALTH SERVICE INITIATIVE...THIS WAS NOT GOING TO BE ANOTHER PET PROJECT OF THE U.S. SURGEON GENERAL.

INSTEAD, I RAISED THE IDEA AS A CALL...A CALL FROM THE SURGEON GENERAL TO THE PEOPLE OF THIS COUNTRY.

SINCE THE 20TH OF MAY, THE IDEA HAS BEEN ECHOING ALL AROUND THE COUNTRY. HOSPITAL STAFFS ARE DEMANDING THAT THEIR FACILITIES BE MADE SMOKE-FREE. WORKING PEOPLE ARE ASKING FOR SMOKE-FREE ENVIRONMENTS WHERE THEY WORK. PROFESSIONAL PEOPLE ARE HANGING THOSE "THANK YOU FOR NOT SMOKING SIGNS" IN THEIR WAITING ROOMS. AND HOUSEHOLDERS ARE TACKING UP THE SAME SIGN OVER THEIR FRONT DOORBELLS.



IT'S DEFINITELY AN IDEA WHOSE TIME HAS COME. AND I WOULD ADD THAT SUCH IS THE CASE NOT ONLY HERE IN THE UNITED STATES, BUT ELSEWHERE AS WELL. THE IDEA OF A SMOKE-FREE SOCIETY IS GETTING SERIOUS CONSIDERATION IN ISRAEL AND GREAT BRITAIN, FOR EXAMPLE. I'VE SINCE TRAVELED TO BOTH COUNTRIES TO HELP THEM LAUNCH THEIR OWN ANTI-SMOKING CAMPAIGNS.

THE SMOKE-FREE SOCIETY WILL COME CLOSER...IT WILL BECOME A REALITY.

IT IS POSSIBLE TO DO.

I KNOW THIS COUNTRY CAN DO IT.

AND I KNOW THAT YOU ARE THE PEOPLE WHO CAN AND WILL BRING IT ABOUT.

IN CLOSING, LET ME REMIND YOU THAT, IF YOU SHOULD GET DISCOURAGED ALONG THE WAY...PLEASE...JUST REMEMBER WHAT THE STAKES ARE: 340,000 LIVES PREMATURELY LOST EACH YEAR...A MEDICAL COST BURDEN OF \$39 BILLION...AND THE INTEGRITY OF THE VERY AIR WE BREATHE.

I APPRECIATE THE EFFORT THAT EACH OF YOU IS MAKING, PERSONALLY, PROFESSIONALLY, AND AS A MEMBER OF THE MINNESOTA COALITION. I APPRECIATE IT, YOUR COUNTRY APPRECIATES IT, AND EVERY SUCCEEDING GENERATION OF AMERICANS GROWING UP IN A SMOKE-FREE SOCIETY WILL APPRECIATE IT, TOO.

THANK YOU.

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